syndicated programming in 1968 maintained the same rank in 1977.

Accordingly, the special staff concluded that syndicated program supply is competitively structured. Id. at 566-67.

- 5. First-Run Programs. The production and distribution of first run programs is an economic exercise by producers, syndicators and stations to fashion a system for distributing the risk of a programming enterprise entirely outside the established networking system. Typically, a program producer with a concept for a syndicated program approaches one or more syndicators to discuss the potential of the series. The syndicator may have some creative involvement in the development process but this involvement will almost exclusively concern itself with improving the product's marketability. The key to continued development of the program is the interest of the syndicator in selling the program to stations and its willingness to advance or guarantee development and production funds. New Television Networks II at 413.
- 6. The syndicator's commitment to a first-run program is based upon its ability to obtain promises from stations to purchase the program. A first-run program does not go into production until a sufficient number of stations have agreed to purchase the series to cover anticipated production costs. Id. Traditionally, this "critical mass" for production has meant sixty-five to seventy-five percent coverage of the country in

station sales.⁶ This is the percent of national coverage required for the barter spots retained by a distributor to become worth enough to help cover a show's cost of production.⁷

- 7. First Run Syndicated Programs tend to have a fairly short life span and retain little residual value after initial exhibition. Foreign revenues usually play a very small role in the economic viability of these programs. Accordingly, negotiations between program suppliers and syndicators for first run programs center on syndication rights in the domestic market for the syndicator and developmental financing for the program producer. New Television Networks II pages 413-14.
- 8. Off-Network Programs. Off-Network programs are network programs no longer subject to network exclusivity protection. Typically those network programs have been developed in a process closely coordinated with the network. New Television Networks II at 327-73. The networks pay program suppliers for the writing of initial scripts and for the production of pilots and series episodes. The latter two payments are "license fees," i.e. payments for the right to exhibit pilots and episodes. License fees cover most, if not all of a program's production costs. Id.

⁶See "Syndication Sales Season Winds Down", Broadcasting, June 8, 1987 at page 57.

⁷The considerable amount of national coverage necessary for production of first run syndicated programs makes exhibition of these programs in the nation's top fifty markets particularly important. For the 1986-87 season, these top fifty markets accounted for 66.75 percent of all television households in the United States. <u>Broadcasting/Cablecasting Yearbook 1987</u> at p. C-217.

- at 327. To the extent license fees fall short of covering all production costs, the producer can seek to cover its deficit by licensing the program for foreign syndication simultaneously with its domestic first run. Id. at 406.
- 9. A successful network run in prime time is an important factor in the success of an off-network program in syndication. Without a longer-than-average network run, the series may not have a sufficient number of episodes to succeed in syndication. The Network Inquiry Special Staff noted:

...[T]he current folk wisdom of the syndication industry is that a series must consist of at least 100 episodes before it can be exhibited in syndication. The premise of this tenet is that syndicated programs are normally stripped by local stations, often exhibiting five or more episodes of a series each week. If the series comprises 100 episodes, the station can exhibit the program five times each for five months before the cycle must begin again.

New Television Networks II at 410.8 Success in prime time also serves as a surrogate measure of series' likely success in syndication. Id. at 410.

10. Negotiations between a network producer and syndicators frequently begin at the time a network agrees to produce series episodes. The producer may sell foreign syndication rights to finance production deficits. New Television Markets II at 406-07. Subsequently, the producer will negotiate for domestic syndication of its program. Negotiations with syndicators focus

⁸The Special Staff also observed that, because the typical network order of episodes for a series is now 22 to 24 episodes per season, series must be successful for a longer period than in the past when networks typically ordered 39 episodes per season. <u>Id</u>. at 411.

on four basic issues: the basic arrangement for dividing revenue; the duration of syndication rights; the territory in which the program can be sold; and advances. <u>Id</u>. at 407.

- 11. Unlike first-run syndicated programs which are typically licensed to stations on one-year deals, off-network program sales normally cover several years and involve a specified number of exhibitions of each episode. Id. at 408.9 Since these programs retain their value over a considerable period of time, syndicators seek perpetual syndication rights. Producers, on the other hand, seek to limit the duration of syndication rights so that they can use the program as an unencumbered asset available to collateralize loans for new projects. Id. at 407.
- 12. Movies. Theatrical feature films are made primarily for release to theaters and the economics of their production are largely unrelated to revenues derived from exhibition on television. Id. at 324-25. Made for TV movies, on the other hand, are developed in the manner of network programs (as in the case of network pilots) or first run syndicated programs.

Non-Network Programming Distribution

13. Syndication. Non-network programs are typically distributed through syndication, a process where individual broadcast stations are licensed to exhibit a program. Syndication requires the execution of separate license agreements

⁹The Network Inquiry Special Staff found that license periods of five to eight years are not uncommon. Id.

with numerous individual stations, each in a different market. 10 Syndicators generally conduct their business through sales personnel who maintain individual contact with the television stations in their sales area. New Television Networks II at 423-24. While some time-sensitive syndicated programs are distributed via satellite, 11 most syndicated programs are distributed to stations via bicycling tapes or the purchase of a program library.

- 14. <u>Demand for Syndicated Programs</u>. Independent stations are the primary consumers of syndicated programs and the demand for these programs in any given television market increases with the number of independent stations. In the top 50 television markets, the Commission's Rules have artificially inflated demand for first-run syndicated programs by barring network affiliates from purchasing off-network programs for access time programming. New Television Networks II at 425.
- 15. Prices for Syndicated Programs. Prices paid for syndicated programs vary widely from market to market. License fees are affected by the size of the potential audience in the market with larger market stations paying correspondingly higher license fees. The proven popularity of a series also enhances the fees it can command. Program prices are also affected by

¹⁰An exception to this general rule exists when a single sale to a group owner covers several television stations in a number of markets.

¹¹Sporting events, talk shows and other topical shows such as Entertainment Tonight are distributed in this manner.

demand for advertising in the national spot market and in local markets. 12 Additionally program prices increase with the number of stations in a market, particularly where some of the independents are VHF stations. New Television Networks II at pp. 424-25.

- 16. Market Structure. The Network Inquiry examined the market structure of the syndication industry and found it to be competitively structured. It found no serious impediments to entry into the syndication business. In fact it noted that 80 percent of the syndicators in 1977 were not engaged in distribution in 1968. New Television Networks II at 566. None of the top 20 distributors in 1968 maintained the same market rank in 1977 and the number of competitors was found to be relatively large. Id. Accordingly the Network Inquiry concluded that there "is no evidence that...syndicated program suppliers or distributors can collectively exercise market power against the purchasers of these programs." Id. at 569.
- 17. <u>Efficiency</u>. The stated objective of this proceeding is achieving efficiency in the "programming market." Non-network

¹²A recent article in <u>Broadcasting</u> partially attributed the slow pace of syndicated program sales this year to "a tougher spot advertising marketplace nationally and sluggish local sales in some markets" that left stations with fewer dollars to spend. This same article noted that proven first-run shows were still commanding premium prices despite the slow market. <u>See</u> "Syndication Sales Season Winds Down," <u>Broadcasting</u> June 8, 1987 at p. 56. Moreover, popular off-network programs are achieving record prices in syndication as evidenced by the sale of the Cosby Show in New York at more that four times the previous high for a half-hour situation comedy in that market. See "The Cosby Numbers in Syndication," <u>Broadcasting</u>, April 27, 1987 at p. 58.

programming distribution is inherently less efficient than networking. 13 Indeed, the differences in production cost (quality) between network prime time programs and first-run syndicated programs have been attributed, in part, to the higher costs of non-network program distribution. New Television Networks II at 414-15. The Special Staff also noted that the current geographic coverage of network affiliates far exceeds that of unaffiliated stations, giving network programs access to the greatest possible viewing audience. This superior coverage lowers the cost per viewer of network programming.

¹³As the Network Inquiry Special Staff noted: [T]he three commercial networks finance, evaluate, and select programs, organize them into substantially full-time schedules, sell advertising spots within the programs to national advertisers, and offer the programs to affiliated stations reaching every market in the United States, primarily by simultaneously interconnecting stations. This system provides significant advantages to all participants in the process. For the program supplier, the network system offers a guaranteed license fee for each episode as well as the administrative convenience of accomplishing national distribution of the program with the execution of a single contract. From the perspective of the affiliated station, the network offers a complete line-up of prime-time programs, substantial amounts of programming during other dayparts, valuable advertising spots adjacent to network programs, the advantages that derive from a centralized schedule decisions such as audience flow from one program to another and crosspromotion of the programs on the schedule, and monetary compensation for program clearances.

New Television Networks II at pp. 422-23.

WWSB SYNDICATED INVENTORY & COMPETITIVE

#1 Off Network Sitcoms

Title	#Shows	Starts	Distributor	Owned By
Alice	164	9/82	WarBros	WXFL
All in Fam	207	now	Viacom	WXFL
Andy Griffith	249	now	Viacom	WFTS
Archies Pl	97	1/84	Coke	WFTS
Barney Miller	170	now	Coke	WTOG
Beaver	234	now	MCA	WTOG
Benson	158	9/84	Coke	WFTS
Bewitched	180	now	DFS	WFTS
Bosom Bud	37	1/85	Paramount	AVAIL
Brady Bunch	117	now	Paramount	WTOG
Brothers	114	9/89	Paramount	not yet offered
	TBA	9/88	Coke	not yet offered
Bloopers/Jokes Carol Burnett	150	·	Silverbach	WFTS
Carson Comedy	130	now 9/85	Coke	WFTS
_	125	9/88	Viacom	AVAIL (WINK/FtM)
Cosby Cheers	94	9/87	Paramount	WTOG
Diff Strokes	144	9/84		WFTS
	117+	9/85	Coke/Emb 20th Fox	AVAIL
Dynasty Down - Earth	104	9/83 9/87	L-T	AVAIL
	200	9/83	Coke	AVAIL
Fantasy Isl		•		
Facts Life	153	9/87	Coke/Emb	WFTS
Family Ties	92	9/87	Paramount	WTOG
Gilligan Isl	98	now	MGM	WTOG
Gimme Break	8 5	9/85	MCA	WTOG
Go od Times	133	now	Coke/Emb	WFTS
Golden Girls	TBA	9/90	BuenaVista	not yet offered
Growing Pains	110	9/89	WarBros	WTOG
Happy Days	18 9	now	Paramount	WTOG
Hogan Heros	168	now	Viacom	WFTS
Honeymooners	106	now	Viacom	WFTS
I Drm Jeannie	139	now	DFS	WFTS, WWSB
I Love Lucy	179	now	Viacom	WFTS
Jeff er sons	207	9/81	Coke/Emb	WTOG
Lavrne&Shirl	156	9/81	Paramount	WTSP (pos exp)
MASH	259	9/83	20th Fox	WXFL, WWSB
Mr. Belvedere	100	9/89	20th Fox	not yet offered
Mayberry	150	now	L-T	AVAIL
MothersInLaw	54	4/85	Goldwyn	AVAIL
Kate & Allie	96	9/88	11CA	WTOG
One Day Time	185	9/85	Coke/Emb	WTOG
Newhart	90	9/87	MTM	WFTS
Night Court	101	9/88	WarBros	WTOG
Partridge Fam	96	now	DFS	AVAIL
Perfect Strngrs	TBA	9/91	L-T	not yet offered
Pvt Benjamin	39	1/85	WarBros	AVAIL
Punky Brewster	88	9/87	Coke	WFTS
Ropers	26	1/85	Taffner	WWSB
RipleyBel/Not	150	9/87	Coke	AVAIL
Sanford & Son	136	1/85	Coke/Emb	WFTS

Sat Night	102	now	Orion	AVAIL
SCTV	156	9/84	Blair	WTOG
Soap	92	9/82	C oke	WTOG
Square Pegs	20	9/85	Coke/Emb	WFTS
Safe at Home	110	9/87	Turner	AVAIL
Silver Spoons	116+	9/86	Coke/Emb	WTCG
Taxi	93	9/83	Paramount	WTOG
That'sMyMamma	39	9/85	Coke	WFTS
That's Incred	165	9/84	MCA	WTOG ·
Three's Co	180	9/82	Taffner	WTVT, WWSB
Too Close Com	107	9/84	Taffner	WTOG
227	96	9/89	Coke/Emb	not yet offered
Valerie	TBA	9/91	L-T	not yet offered
Webster	100	9/87	Paramount	WFTS
Who's Boss	TBA	9/89	Coke/Emb	not yet offered
What's Happen	65	now	Coke	WFTS
WKRP Conn	92	9/82	MTM	WTOG
Fox Network	Var	3/87	20th Fox	WTOG
Harper Valley	_ 29	9/86	MCA	WFTS

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#2 Off Network Hour Program

Title	#Shows	Starts	Distributor	Owned By
A Team	106	9/87	MCA	WFTS
Barnaby Jones	177	9/81	Worldvision	WXFL
BJ/Lobo	86	now	MCA	WFTS
Black Sheep So	52	1/85	MCA	WFTS
Buck Rogers	37	9/82	MCA	WTOG
Cagney & Lacey	102	9/87	Orion	AVAIL
Cannon	124	9/83	Viacom	WTSP
Charl Angels	115	9/81	Co ke	WFTS
Chips Patrol	116	9/82	MGM	WTOG
Dallas	161+	9/84	L-T	WTOG
Dukes Hazzard	165	9/84	Coke	WTOG
Dynasty	118+	9/85	20th Fox	WTOG
Eight Enough	112	9/82	L-T	WTOG
Fam e	90	1/86	MGM	WFTS
Falcon Crest	128	9/86	L-T	AVAIL
Fall Guy	111	9/86	20th Fox	WTOG
Five Star Mys	87	1/85	MCA	WTOG
Flamingo Road	37	4/85	L-T	WFTS
Father Murphy	3 5	1/87	LBS	AVAIL
Hart to Hart	112	9/84	Coke	WTSP
Hawaii 5-0	200	9/82	Viacom	WTSP
Hardcastle	65	9/87	LBS	WWSB
Hill St Blues	145	9/86	MTM	WFTS
Hotel	TBA	9/88	War Eros	not offered.
Highway Heaven	TBA	9/88	New World	not offered
Hunter	TBA	TBA	TBA	not offered
Knight Rider	90	9/86	MCA	WTOG
Knots Landing	96	9/86	L-T	WTOG
Little House	216	9/81	Worldvision	WTSP
Lou Grant	114	9/83	MTM	AVAIL
Love Boat	140	9/83	Worldvision	WTOG
Mannix	130	9/83	Paramount	WTOG
Matt Houston	68	9/85	War Bros	WTOG
Miami Vice	8 8	9/89	MCA	status TBA
MacGyver	120	9/90	Paramount	not offered
Moonlighting	TBA	9/90	TBA	not offered
Murder She Wrote		9/89	MCA	not offered
Magnum PI	129	9/86	MCA	WTSP
Police Story	105	9/84	Coke	WTSP
Police Woman	91	9/83	Coke	WTSP
Paper Chase	58	9/87	20th Fox	AVAIL
Quincy	148	9/83	:ACA	WXFL
Riptide	87	9/87	Orion	AVAIL
Remington Steel	TBA	9/88	MTM	not offered
Rockford File	125	9/84	MCA	WXFL
Simon & Simon	125	9/87	ИСА	WTSP
Scarecrow/MrsKir	_	9/88	WarBros	not offered
St. Elsewhere	90	9/87	14114	WFTS
StarTrek (orig)	79	9/84	Paramount	WTOG

StHawk/Switch	26	9/85	MCA	WFTS	
T.J. Hooker	90	9/87	Coke	WXFL	
Trapper John	154	9/84	20th Fox	WXFL	
Vegas	68	9/82	20th Fox	WTOG	
Waltons	221	9/79	WarBros	WTOG	
Wonderwoman	61	9/81	WarBros	WFTS	
World Disney	178	9/86	BuenaVista	AVAIL	
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#3 Game Show & First Run Strips

Title	#Shows	Starts	Distributor	Owned By
Ask Dr.Ruth	260	1/87	King Features	WTVT
All New Dating Gar	n 260	1/87	Barris	AVAIL
Card Sharks	260	1/87	Coke	AVAIL
Divorce Court	260	9/8 6	Blair	WTOG
Entmt Tonight	260	9/81	Paramount	WTVT
Hollywood Sq	260	9/86	Orion	WXFL
High Rollers(new)	260	9/87	Orion	AVAIL
Jeopardy	260	9/85	King World	WXFL
The Judge	260	9/86	Genesis	WXFL
Love Connections	260	9/86	L-T	WTVT
New Newlywed	260	9/86	Barris	WXFL
PM Magazine	260	now	Group W	WTSP
Peoples Court	260	9/84	L-T	WXFL
\$100,000 Pyramid	260	now	L-T	WXFL
Superior Court	260	9/85	L-T	WXFL, WWSB
Slim Cook/R Sim	260	9/87	Syndicast	AVAIL
Secrets & Rumors	260	9/87	20th Fox	AVAIL
Truth or Conseq	260	9/87	L-T	WXFL, WWSB
Value TV	260	3/ 87	L-T	AVAIL
Win Lose Draw	260	9/87	Buena Vista	WTSP
Wheel Fortune	260	9/83	King World	WXFL

#4 First Run, Talk (Hour)

Title	#Shows	Starts	Distributor	Owned By
Donahue	260	now	Multimedia	WTSP, WWSB
Geraldo Live	260	9/87	Tribune/Para	AVAIL
Hour Mag	260	now	Group W	WTVT, WWSB
Oprah Winfrey	260	9/86	King World	wtvt
Wil Shriner	260	9/87	Group W	VTVT

#5 First Run Sitcom & Other (half hour, one per week)

Title	#Shows	Starts	Distributor	Owned By
Bustin Loose	22	9/87	MCA	AVAIL
Charles In Chrg	2 2	1/87	:1CA	WTOG
DC Follies	22	9/87	Syndicast	WTVT
Dancin to Hits	22	9/87	ITF	WTVT
Dream Girl	22	9/86	20th Fox	WTSP
HarperValley	29	9/86	MCA	WFTS
It's A Living	22	9/85	L-T	AVAIL
Mama'sFamily	22	9/86	L-T	WFTS
Marblehead Manor	22	9/87	Paramount	WFTS
New Gidget	22	9/85	LBS	AVAIL
New Monkees	22	9/87	LBS	AVAIL
Oper Petticoat	32	9/86 .	MCA	WFTS
9 to 5	22	9/86	20th Fox	AVAIL
One Big Family	22	9/86	L-T	WTOG
Out of World	2 2	9/87	MCA	AVAIL
Small Wonder	24	9/85	20th Fox	WFTS
Throb	22	9/86	Worldvision	WTSP
You Cnt Take It	- 22	9/87	LBS	AVAIL
What A Country	22	9/86	Viacom	WFTS
Whats Hap Now	22	9/85	Coke	WFTS
We've Got Made	22	9/87	MGM	WTVT
Check It Out	22	9/86	Taffner	WFTS
Puttin on Hits	22	9/84	МСА	WTOG
Ted Knight Show	22	4/86	Taffner	WFTS
Tales Darkside	22	6/84	LBS	WWSB
Sud Sheriff	22	9/87	L-T	WXFL, WWSB

#6 First Run Hours (one per week)

#Shows	Starts	Distributor	Owned By
26	9/84	Gaylord	WTOG
26	now	TPE	WXFL
26	9/84	Paramount	WTCG
26	9/84	TPE	WTOG
26	9/87	Paramount	WTOG
26	9/87	Paramount	WTOG
	26 26 26 26 26	26 9/84 26 now 26 9/84 26 9/84 26 9/87	26 9/84 Gaylord 26 now TPE 26 9/84 Paramount 26 9/84 TPE 26 9/87 Paramount

WWSB TV Sarasota, Florida

Survey of Local* News Coverage
By Tampa Network
Affiliate Stations

Monitoring Period: Tuesday 10/28/86 - Monday 11/3/86

Monday through Friday only

All newscasts

*Local is defined as Sarasota County news. A separate reference is made to Manatee County coverage which is also covered by WWSB. All weather mentions are included in Sarasota coverage, not Manatee.

Tampa Television Station "Local" News Summary (Sarasota, Manatee) (Monday-Friday, all newscasts, Oct. 28-31 and Nov. 3, 1986)

WTVT	Total News Program Time*	10:55:30
	Total Sarasota local news Percentage	4:0 6 .62%
	Total Manatee local news Percentage	2:45 .41%
	Total Combined Sarasota/Manatee Percentage	6:51 1:04%
WTSP	Total News Program Time*	7:12:04
	Total Sarasota local news Percentage	4:22
	Total Manatee local news Percentage	: 20 .07%
	Total Combined Sarasota/Manatee Percentage	4:42 1.08%
WXFL	Total News Program Time*	5:34:41
	Total Sarasota local news Percentage	3:33 1.06%
	Total Manatee local news Percentage	1:30 .44%
	Total Combined Sarasota/Manatee Percentage	5:03 1.5%
All Tampa Affiliates	Total News Program Time*	23:42:15
	Total Sarasota local news Percentage	12:01 .84%
	Total Manatee local news Percentage	3:54 .27%
	Total Combined Sarasota/Manateo Percentage	15:55 1.11%

^{*}Exclusive of commercial time

WTVT (CBS Affiliate)

Tuesday, October 28, 1986

News programs: 12 noon - 1pm, 5-5:30pm, 6-7pm and 11-11:30pm

Total program time 2:11:32
Total commercial time 41:00

Sarasota local stories:

- :20 Citrus canker (6pm)
- :20 Citrus canker (6pm)
- :15 Siletto boat race (6pm)
- :10 Two weather mentions (6 & llpm) (video graphic shows temps)
- :20 Election coverage, Martinez (6pm)
 Total: 1:25

.

Manatee local stories:

:30 Manatee jail (6pm)

Total: :30

Wednesday, October 29, 1986

News programs: 12 noon - 1pm, 5-5:30pm, 6-7pm and 11-11:30pm

Total program time 2:10:34
Total commercial time 40:00

Sarasota local stories

:21 Bumper & story, 1st Union buying City Commercial Bank in Sarasota (6pm business segment)

:30 Six weather mentions

Total: :51

Manatee local stories:

Total: 0:00

Thursday, October 30, 1986

News programs: 12 noon - 1pm, 5-5:30pm, 6-7pm and 11-11:30pm

Total program time 2:11:41
Total commercial time 40:00

Sarasota local stories:

:15 Three weather mentions

Total: :15

Manatee local stories:

2:05 Package on Pirates camp in Bradenton and Jeff King #1 draft pick

Total: 2:05

WTVT (continued)

Friday, October 31, 1986

News programs: 12 noon - 1pm, 5-5:30pm, 6-7pm and 11-11:30pm

Total program time 2:12:42
Total commercial time 40:00

Sarasota local stories:

:20 Two mentions, Paula Hawkins in Sarasota (5 and 6pm)

:15 Red tide story

:20 Four weather mentions

Total: :55

Manatee local stories:

:10 Mention of Anna Maria Island during fishing report
Total: :10

Monday, November 3, 1986

News programs: 12 noon - 1pm, 5-5:30pm, 6-7pm and 11-11:30pm

Total program time 2:09:01 Total commercial time 40:30

Sarasota local stories:

:40 Eight weather mentions

Total: :40

Manatee local stories:

Total: 9:00

WTVT Summary

Total program time (5 days) 10:55:30

Total Sarasota local news (5 days) 4:06
Percentage .68%

Total Manatee local news 2:45

Percentage .46%

WTSP (ABC Affiliate)

Tuesday, October 28, 1986

News programs: 12 noon - 12:30pm, 6-7pm and 11-11:30pm

Total program time 1:26:51
Total commercial time 29:00

Sarasota local stories:

:30 Martinez at Sarasota/Bradenton airport as part of Election coverage coverage (6 and 11pm)

2:27 Vote '86 story at Sarasota/Bradenton airport (Martinez) (6pm)

:15 Three weather mentions

Total: 3:12

Manatee local stories:

:20 Citrus canker on Anna Maria Island

Total: :20

Wednesday, October 29, 1986

News programs: 12 noon - 12:30pm, 6-7pm and 11-11:30pm

Total program time 1:27:13
Total commercial time 28:30

Sarasota local stories:

:10 Two weather mentions

Total: :10

Manatee local stories:

Total: 0:00

Thursday, October 30, 1986

News programs: 12 noon - 12:30pm, 6-7pm and 11-11:30pm

Total program time 1:27:40
Total commercial time 29:00

Sarasota local stories:

:20 Four weather mentions

Total: :20

Manatee local stories:

Total: 0:00

WTSP (continued)

Friday, October 31, 1986

News programs: 12 noon - 12:30pm, 6-7pm and 11-11:30pm

Total program time 1:25:15
Total commercial time 28:50

Sarasota local stories:

:30 Six weather mentions

Total: :30

Manatee local stories: 0:00

Monday, November 3, 1986

News programs: 12 noon - 12:30pm, 6-7pm and 11-11:30pm

Total program time 1:25:55
Total commercial time 29:20

Sarasota local stories:

:10 Two weather mentions

Total: :10

Manatee local stories:

Total: 0:00

WTSP Summary

Percentage

Total program time (5 days) 7:12:04

Total Sarasota local news (5 days) 4:22
Percentage 1.00%

Total Manatee local news (5 days) :20

.07%

WXFL (NBC Affiliate)

Tuesday, October 28, 1986

News programs: 12 noon - 12:30pm, 6-6:30pm and 11-11:30pm

Total program time 1:07:33
Total commercial time 20:40

Sarasota local stories:

1:26 Election coverage, Juvenile Welfare Board, debate sponsored by Venice League of Women Voters

Weather board graphics, no mentions Total: 1:26

Manatee local stories:

1:00 Martinez at Manatee County jail (part of election package)

:20 Citrus found in Manatee County
Total: 1:20

Wednesday, October 29, 1986

News programs: 12 noon - 12:30pm, 6-6:30pm and 11-11:30pm

Total program time 1:05:47
Total commercial time 20:00

Sarasota local stories:

Total: 0:00

Manatee local stories:

Total: 0:00

Thursday, October 30, 1986

News programs: 12 noon - 12:30pm, 6-6:30pm and 11-11:30pm

Total program time 1:09:20 Total commercial time 21:30

Sarasota local stories:

:20 Five weather mentions

Total: :20

Manatee local stories:

Total: 0:00

WXFL (continued)

Friday, October 31, 1986

News programs: 12 noon - 12:30pm, 6-6:30pm and 11-11:30pm

Total program time 1:06:03 Total commercial time 20:00

Sarasota local stories:

:10 Mention of Hawkins campaigning in Sarasota and Venice

:12 Red tide in Sarasota

:15 Stilleto Cup in Sarasota (sports)

1:00 llpm results of Stilleto Cup and WXFL anchor at party after

Total: 1:37

Manatee local stories:

:10 Two weather mentions

Total: :10

Monday, November 3, 1986

News programs: 12 noon - 12:30pm, 6-6:30pm and 11-11:30pm

Total program time 1:05:58
Total commercial time 20:30

Sarasota local stories:

:10 Two weather mentions

Total: :10

Manatee local stories:

Total: 0:00

WXFL Summary

Total program time (5 days)	5:34:41
Total Sarasota local news (5 days) Percentage	3:33 1.00%
Total Manatee local news (5 days) Percentage	1:30

Exhibit 9

UHF Allotments Overshadowed by Stations in the Top 20 Markets

<u>Major Market</u>	Overshadowed Markets	Commercial UHF <u>Allotments</u>
New York	Bridgeport, CT	Ch. 43, 49
	Smithtown, NY	Ch. 67
	Kingston, NY	Ch. 62
	Poughkeepsie, NY	Ch. 54
	Riverhead, NY	Ch. 55
Los Angeles	San Bernadino, CA	Ch. 18, 24, 30
•	Ventura, CA	Ch. 41
	Barstow, CA	Ch. 64
	Big Bear Lake, CA	Ch. 59
Chicago	Kenosha, WI	Ch. 55
	La Salle, IL	Ch. 35
	Pontiac, IL	Ch. 53
Philadelphia	Allentown, PA	Ch. 69
	Bethlehem, PA	Ch. 30
	Reading, PA	Ch. 51
	Burlington, NJ	Ch. 48
	Vineland, NJ	Ch. 59, 65
	Wilmington, DE	Ch. 61
	Dover, DE	Ch. 34
	Atlantic City, NJ	Ch. 53, 62
	Wildwood, NJ	Ch. 40